

## AMENDMENTS TO THE SPECIFICATION

Please amend the paragraphs specified below as follows:

### Paragraphs at Page 4, lines 2-14:

Figure [[2a]]2A shows a planar view of an alternative embodiment of the display assembly of Figure 1.

Figure [[2b]]2B shows a cross-sectional view that generally corresponds to the display of Figure [[2a]]2A.

Figure [[3a]]3A shows a planar view of an alternative embodiment of the display assembly of Figure 1.

Figure [[3b]]3B shows a cross-sectional view that generally corresponds to the display of Figure [[3a]]3A.

Figure [[4a]]4A shows a planar bottom view of an embodiment of a four-character display assembly.

Figure [[4b]]4B shows a top view of the four-character display assembly of Figure [[4a]]4A.

Figure [[4c]]4C shows the configuration of display elements of one of the characters of the assembly of Figure [[4b]]4B.

### Paragraph at Page 5, lines 22-24:

In further detail, referring to Figure [[2a]]2A, an embodiment of a display assembly 140 with four display elements 110 in electrical communication with a single driver chip 131 is shown. The drive signal electrical connections 120 comprise four individual electrical connections 123, one for each of the four display elements 110 depicted in Figure 2A.

### Paragraphs at Page 6, lines 13-30:

Referring to Figure [[2b]]2B, a cross-section view corresponding in general principles to the embodiment of Figure [[2a]]2A is shown. In this embodiment, the display element 110 is comprised of: a pixel electrode 111, an electrophoretic display medium 113; and a second electrode 112. In this embodiment, each display element 110

has its own pixel electrode 111 while the second electrode 112 can be shared by more than one display element 110. That is, a common second electrode 112 can extend across multiple display elements 110, and preferably extends across all the display elements 110.

The first contact pad 121 can contact the pixel electrode 111 along the side of the pixel electrode 111, as indicated in Figure [[2a]]2A. Alternatively, the first contact pad 121 can contact the pixel electrode 111 at any location on a surface of the pixel electrode 111, though preferably on a surface opposite to the display medium 113.

In the embodiment of Figure [[2b]]2B, the driver chip 131 makes electrical contact with the second contact pads 122 and other contact pads 151 through leads 132 and a bonding material 124. The bonding material comprises any material that is suitable for physically securing electrical communication between a lead 132 and a contact pad 124, for example an anisotropic conductive film (ACF), a conductive epoxy (such as silver-filled epoxy), an electrically conductive thermoset, silver paint, an electrically conductive ink, or an electrically conductive paint.

**Paragraphs at Page 7, lines 8-21:**

Referring to Figure [[3a]]3A, an alternative embodiment of the electrophoretic display assembly 100 has individual electrical connections 123 that are electrically isolated by an insulating layer (shown only in Figure [[3b]]3B) from the pixel electrodes 111. Referring to Figure [[3b]]3B, a cross-section view of an embodiment that corresponds to the general principles of the embodiment of Figure [[3a]]3A is shown. An insulating layer 114 provides electrical isolation between the electrical connection 123 and the pixel electrode 111. In general, the insulating layer 114 provides electrical isolation between the pixel electrode 111 and the portion of the electrical connections 120 that lie between the pixel electrode 111 and the flexible substrate 140.

In the embodiments of Figures. [[3a]]3A and [[3b]]3B, a conductive via 125 provides electrical communication between the contact pad 121 and the pixel electrode 111. The via 125 provides a conductive pathway through the insulating layer

114. The via 125 and the insulating layer 114 can be formed by a number of processes, for example by printing of dielectric and conductive materials.

**Paragraphs at Page 8, line 26 to Page 9, line 6:**

Now referring to Figures [[4a-4c]]4A-4C, an embodiment of a four-character display assembly 400 is schematically depicted. Figure [[4a]]4A shows a bottom view of the display assembly 400. Figure [[4b]]4B shows a top view of the display assembly 400.

The display assembly 400 includes four character display units 401, each capable of displaying, for example, a letter or number. Each display unit 401 includes sixty three display elements 101a. Figure [[4c]]4C shows the configuration of the sixty three display elements 101a of one of the characters of the assembly 400, from a top view perspective. This configuration of display elements 101a is well suited for displaying alphanumeric characters.